

New Treatment Wetlands Targets Tough L.A. River Total Maximum Daily Loads (TMDLs)

County of Los Angeles Fourth District Supervisor Don Knabe, City of Long Beach Mayor Bob Foster and a host of clean water advocates celebrated the completion of the Dominguez Gap Wetlands with a grand opening event on May 8, 2008, opening close to 50 acres of natural treatment wetlands, riparian and woodland habitat, and recreational amenities to the public. It is the first constructed wetlands in the County of Los Angeles and one of the top five demonstration projects of the Los Angeles River Master Plan.

The wetlands and spreading grounds facility was designed to maintain the integrity of flood protection along the urban lower reaches of the river, while introducing new water quality elements, groundwater recharge, restoration of native habitat, pedestrian and equestrian trails, environmental education, and bike trail enhancements. The seven-million dollar project

is the latest in a string of successful multi-benefit projects undertaken by the County and its water quality partners, including the Sun Valley Park and Tuxford Green projects in the Sun Valley Watershed and the Tujunga Wash Greenway and River Restoration project in the San Fernando Valley community of Valley Glen.

“We’re extremely pleased to see the hard work of our watershed advisory groups bearing fruit within the County’s Flood Control District,” said Diego Cadena, Deputy Director of the County of Los Angeles Department of Public Works. “The Dominguez Gap Wetlands will have a measurable impact on water quality and return enough water to the groundwater system to meet the supply demands for 900 families of four for one year.”

For more information on this project and other demonstration projects managed by the County of Los Angeles, visit www.lawatersheds.org. 💧



The Dominguez Gap Wetlands is bio-engineered to reduce nutrients in water treated within the system by 60 to 80 percent, and will also remove traces of heavy metals, organic compounds, and oil and grease. (click photo to view larger)

Copermittee SPOTLIGHTS

The City of Alhambra distributed nearly 2,000 County campaign collateral materials during Water Awareness Month and the city’s Relay for Life event at Almansor Park.

The following cities received technical assistance with modifying campaign materials for circulation in their respective jurisdictions:

- City of Alhambra
- City of Carson
- City of El Segundo
- City of Los Angeles
- City of Malibu
- City of Rancho Palos Verdes
- City of Redondo Beach
- City of Rolling Hills Estates
- City of San Dimas

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All email addresses and website URLs in the newsletter can be clicked on to link you to your email application or the internet for more information. You also can click on photos to view them in greater detail.



Year V Campaign Highlights

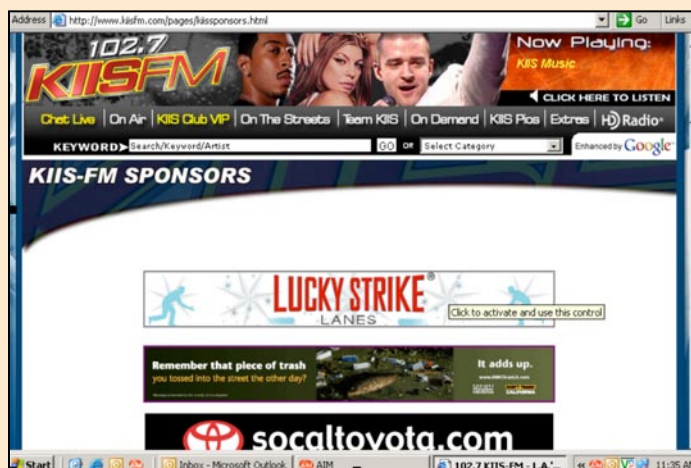
The County used a diverse range of advertising mediums over the last year, including mobile billboards, web banners, bus tails, movie theater slides, cable television and radio. The public education campaign garnered more than 300 million audience impressions. The public outreach team also negotiated an added-value amount of nearly \$400,000 (this refers to the media running spots for “free”). Highlights from Year V advertising include:

- **Los Angeles Dodgers:**



The County's partnership with the Dodgers delivered nearly six million audience impressions between April 1, 2007, and September 30, 2007.
(click photo to view larger)

- **Internet Ads:**



Web banner ads ran on KBUE-FM, KFI-AM, KTLK-FM, KIIS-FM, KLAC-AM, KPWR-FM and KROQ-FM radio stations in addition to the radio on-air PSAs between September 1, 2007, and September 30, 2007.
(click photo to view larger)

- **Bus Ads:**



Bus tail and interior cards were placed on 325 Metro buses throughout the County in 2007. The bus advertising campaign achieved 88,537,000 audience impressions.
(click photo to view larger)

Stenciling Their Way to a Cleaner Ocean

The Girl Scouts of Troop 776 are stenciling the storm drain inlets at elementary school sites across the Palos Verdes Peninsula with the “No Dumping – This Drains to Ocean” message. So far, the Cadettes stenciled 60 storm drain inlets at six of the ten K-5 elementary schools in the Palos Verdes Peninsula Unified School District (PVPUSD). But their Silver Award project entailed much more than permission to handle a spray can in the name of the environment. It also was an opportunity to develop self-confidence and communication skills.

The Silver Award is the highest award in Cadette Scouting and requires that the girls take on the responsibility for planning and carrying out the project themselves, spending at least 40 hours each on the project. The Cadettes first secured approval for the stenciling from PVPUSD officials, as well as consent from each of the elementary school principals.

The goal of “Project Storm Drain” is to remind elementary school students that keeping school campuses litter-free is not just a matter of school pride, but protects the ocean and aquatic life, and helps keep our beaches, tidepools, and local waterways free of pollution for the enjoyment of all. To reinforce that message, the Cadettes held hands-on environmental workshops for local Brownie troops. Using the EnviroScape® watershed model loaned by the City of Rolling Hills Estates, the Cadettes demonstrated to Brownies attending those same elementary schools, how litter and other types of pollution can be washed into storm drains when it rains, and is carried with the stormwater to the nearest water body.

The County of Los Angeles Department of Public Works loaned the troop the “No Dumping” stencil and provided goodie bags for the troop to distribute to Brownies at the workshops. The

Cities of Rolling Hills Estates and Rolling Hills provided ongoing support to the project through their mutual environmental consultant, Kathleen McGowan of Geosyntec Consultants, who advised the Cadettes. “The City is always interested in opportunities to partner with local groups and other agencies to benefit our community and the environment,” said Greg Grammer, Assistant to the City Manager, City of Rolling Hills Estates. “Girl Scout Troop 776 and their leaders, Ann Marinovich and Deborah Ewing, are to be commended for such an outstanding project.”

2007 Residential Survey Results

The results are in! The annual countywide telephone poll was conducted in October 2007. Highlights from the poll indicated:

- Use of the 1(888) Clean LA hotline increased significantly since 2005 (from 2% to 9%).
- County of Los Angeles residents report that they are littering less than they did a decade ago, especially dropping fewer cigarette butts on the ground, a behavior that has decreased by 50% from ten years ago (from 16% to 8%).
- As is consistent with their increasing concern about pollution-related issues, more residents who recall hearing pollution-related messages are finding them meaningful (61%), thought provoking (57%), informative (46%) and change-inspiring (39%) than they did in 2001.
- Residents report that they are much more willing to change their own littering behavior than they are to clean up other people’s litter at a beach or community event.

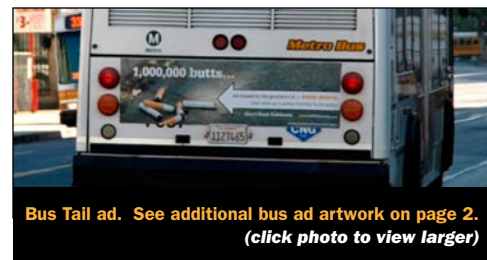
July NPDES PIPP Meeting

The next quarterly NPDES Copermittee Public Outreach meeting is scheduled on Wednesday, July 23, 2008, at County of Los Angeles, Department of Public Works Headquarters, 900 S. Fremont Avenue, Alhambra, CA 91803, Conference Room C. For more information, please contact Ms. Anna Ho at (626) 458-5966 or via email at aho@dpw.lacounty.gov.

BMP Training Video Update

The County began filming the training video for restaurant managers to educate employees on Stormwater Best Management Practices (BMPs) in April 2008. This video will be produced in both English and Spanish. The anticipated completion date for this video project is Fall 2008. To find out more about the training video, please contact Patricia Condon at patricia.condon@ogilvypr.com.

New Creative Available



The County developed new advertising creative in 2007. If you would like to request samples of new creative available, please contact Patricia Condon at patricia.condon@ogilvypr.com.



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Click to activate and use this control

Remember that piece of trash you tossed into the street the other day?

It adds up.

www.888CleanLA.com

Message provided by the County of Los Angeles

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Start | [Icons] | Inbox - Microsoft Outlook | AIM AIM | 102.7 KIIS-FM - L.A.'... | 11:35 AM

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1 (888) CLEAN LA
www.888CleanLA.com

Spring 2008 Newsletter



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